

**Outreach Efforts Concerning
WCKY, WKRC, WLW, WSAI, WEBN, WKFS,
WOFX-FM, WVMX & WKRC-TV**

Although the EEO recruitment rules that the Commission implemented in 2000 were suspended the following year, Clear Channel stations have continued to strive for broad and inclusive outreach since that time. Example of the efforts made by stations in this employment unit include:

- Internship program. The Stations are deeply committed to providing quality internships and opportunities to develop talent and interest in the broadcast industry to college/trade school students. Since March 10, 2003 the stations have granted internships to 165 students from various colleges, universities, and trade schools throughout the country. The Stations' internship program also reaches the high school level with five area high schools participating in pre-professional internship programs.
- Scholarship program. Since 1997, in partnership with the University of Cincinnati Darwin T. Turner Scholars program, the Stations have awarded a \$3,000 annual scholarship to academically talented students of color from the Greater Cincinnati, Ohio area desiring to major in the field of Broadcast Communications, Promotion or Sales/Marketing. Six (6) students have participated in the Stations scholarship awards since 1997. Currently, we are supporting three (3) students with a \$3,000 scholarship.
- Participation in 12 Job Fairs since March 10, 2003. The Stations have been participating in job fairs with area colleges and universities for at least the last 10 years, talking with students and recent graduates about the numerous career paths in broadcasting.
- Co-sponsor 5 Job Fairs with Urban League of Greater Cincinnati. The Stations have co-sponsored job fairs each spring and fall with the Urban League since 2002.
- Management Mentoring Program. Clear Channel's three Cincinnati divisions – Radio, TV and Entertainment – in conjunction with the University of Cincinnati's electronic Media Division established a Management Mentoring Program in September 2002. Since March 2003 four female students (two minority) have been involved in the project.
- Establishment of Account Executive Training Program. As part of Clear Channel's ongoing training programs, a special Account Executive Training Program (AETP) school was established to provide comprehensive sales training especially for minority and women account executives showing unique potential. A minority account executive successfully completed the training program in June 2003.
- Participation in programs sponsored by educational institutions relating to career opportunities in broadcasting. The Stations' management personnel participate in various college/university/high school events designed to explore career opportunities in broadcasting and other related fields.
- Provision of training to management personnel as to methods of ensuring equal employment opportunity and preventing discrimination. Clear Channel Corporate Counsel presented an all-employee seminar on Preventing Workplace Discrimination & Harassment. In addition, the Market Manager/General Manager, Operations/Compliance Director and other key management officials periodically review Clear Channel's Broadcast Diversity Recruitment Plan, corporate policy and FCC EEO rules/guidelines on outreach, recruitment and hiring at the stations' department head meetings. Finally, all new employees are given written copies of Clear Channel's corporate policy on discrimination and hiring.
- A number of the Stations' employees are members and, in many cases, leaders of various community and civic organizations and thus become individual sources of recruitment in this diverse Greater Cincinnati area. Examples: 1) Chris Sehring, WKRC-TV VP/GM serves as Co-

- Chair of Catholic Inner-City Schools Education Initiative, Chair of the annual Neediest Kids of All campaign, and acts as a board member of the Coalition for a Drug Free Greater Cincinnati. (Current Coalition efforts involve initiatives within the Hispanic community as Sasha Rionda, host/anchor of WKRC-TV's Spanish language newscast — the Tri-State's only Spanish language newscast — heads the "Hope, Health & Healing" campaign.). 2) WKRC-TV Community Outreach Coordinator Jeanette Altenau's work with the NAACP ranges from local to national: April 29-May 1, 2004 she attended Harvard University's Executive Business Training in conjunction with the NAACP National Board Meeting and Retreat. The training session placed significant focus on many areas of community relations. 3) Bruce Still, Operations/Compliance Director, is a member of the HR Advisory Committee. The HR Advisory Committee provides advice and support to the Urban League members in Workforce Development as a recruitment source, providing information on trends and changes in the workforce area and assisting job seekers in new career opportunities.
- WKRC-TV has been and continues to be involved in several unique and unusual outreach projects that not only lead to a better understanding of community needs but become a powerful recruitment tool. Such projects include: 1) LOCAL12 (news) On Tour, allowing the stations to partner with local communities via meetings with area leaders and remote broadcasts highlighting news events therein; and, 2) the Explorer Program, a hands-on broadcasting program presented to area students ages 14-20, in cooperation with the Dan Beard Council of the Boy Scouts of America. The program gives students information about careers in television through tours, guest speakers, group discussions and projects, as well as social activities. It is an intrinsic form of recruitment through teaching, leadership and example.

For additional information concerning the outreach efforts undertaken by stations in this employment unit, see the attached EEO Public File Report.

Since the current EEO rules went into effect on March 10, 2003, the stations have experienced no notable difficulties in our outreach efforts as the date of this application.